



EMBRACE-A-STREAM GRANT PROGRAM

2005 Instructions and Application Form

I. PROGRAM DESCRIPTION

Embrace-A-Stream (EAS) is a matching grant program administered by the National Office of Trout Unlimited (TU) that awards funds to TU chapters and councils for coldwater fisheries conservation. Since its inception in 1975, EAS has funded 779 individual projects for a total of \$2.9 million in direct cash grants. Local TU Chapters and Councils contributed an additional \$5.1 million in cash and in-kind services to EAS funded projects for a total program investment of \$8 million. The National Oceanic and Atmospheric Administration (NOAA) is also a partner in this program, contributing matching grants to TU chapters restoring habitat in coastal areas to benefit anadromous fisheries. In 2004, the average grant award was \$5,081. Projects were located in 19 states and were consistent with TU's national conservation priorities concerning water quality, instream flows, Pacific and Atlantic salmon restoration, and native and wild trout conservation.

There have been several changes made to the EAS program for the 2005 funding cycle. First, TU chapters and councils are no longer confined to the traditional project categories (Resource, Research, and Education) but are asked to submit proposals for projects that best address the organizational priorities outlined in TU's National Conservation Agenda (Water Quality, Instream Flows, Pacific and Atlantic Salmon Recovery, and Conserving Wild Trout and Salmon) and 2003-2008 Strategic Plan. This new structure will benefit TU's grassroots, allowing them to use their judgment and creativity to design projects that best advance TU's mission of conserving, protecting, and restoring coldwater fisheries and their watersheds.

Last year, we introduced a "Strengthening TU" project category to help chapters engage more volunteers, recruit new leaders, enhance communications, improve governance processes, or develop new partnerships through their projects. Based on feedback from applicants and other volunteers, EAS has made "Strengthening TU" a criterion for evaluation instead, reemphasizing the fact that conservation projects should broaden TU's ability to cooperate with other resource partners and also develop chapter and council leaders. Capacity building elements complement conservation projects by encouraging chapters or councils to "work more effectively" as they advance TU's mission. They also increase the ability of the chapter or council to tackle the next conservation challenge. We therefore strongly encourage applicants to incorporate a capacity-building element into their project.

The criteria used to evaluate proposals have also changed to reflect the new focus of the program. Projects will be evaluated based on the following criteria: Conservation Benefit, Strengthening TU Impact, Public Education and Outreach, and Technical Merit. Throughout the history of the EAS program, it has been our experience that the most effective and successful

projects have included these elements and have focused on a more holistic approach to coldwater conservation.

In addition, there are several other changes to the Embrace-A-Stream application intended to help improve the quality of the proposal and reinforce the connection to the work of the larger TU organization. Please be sure to read each section carefully so that you understand any new guidelines and proposal format. Also, visit the Embrace-A-Stream section of the TU web site (<http://www.tu.org/conservation/eas.asp>), which includes examples of successful projects and well-written applications.

II. ELIGIBILITY

The EAS grant program supports the conservation projects of TU chapters and councils. A TU chapter or council must be the primary applicant, but government agencies, non-profits, and other groups are strongly encouraged to partner with TU. EAS will not make grants to non-TU projects, even if they are endorsed by TU's grassroots. There must be significant TU involvement in the planning, design, and execution of the project to warrant funding. Individuals are not eligible to apply.

The following are the 2005 EAS funding policies:

- The maximum grant awarded for TU conservation projects is **\$10,000**.
- Applicants must match, on a one-to-one basis, the EAS grant request. For example, for a total project budget of \$20,000, the applicant can request up to \$10,000 and must match the balance of \$10,000. Matching sources can include cash gifts, in-kind donations of materials, and/or volunteer labor.
- Applicants have two years to complete a proposed project. Chapters or councils undertaking large multi-phase projects are welcome to apply for EAS funds. However, the EAS committee will only consider grant funding for a single phase at a time.
- EAS will fund projects that use graduate students, contractors, and/or consultants if their portion of the project meets the evaluation criteria and if there is significant TU volunteer involvement.
- EAS will **not** fund projects that request salary expenses for government agency personnel or non-profit staff.
- EAS will **not** fund partially or fully completed projects that are seeking reimbursement for expenses.

EAS **will** fund the following types of projects:

- On-the-ground restoration, protection, or conservation efforts that benefit trout and salmon fisheries and their habitats
- Education or outreach projects that increase the awareness and support of coldwater conservation among a non-TU audience
- Applied research, assessment, or monitoring that addresses the causes of fisheries or watershed problems and informs the development of management solutions
- Advocacy efforts that will positively influence government planning or policy to benefit coldwater resources, including coalition building with other partner organizations

- Feasibility studies, campaign planning, or other tools that will directly contribute to TU's imminent ability to benefit coldwater resources
- Projects that increase the internal capacity of the chapter or council to directly benefit coldwater resources.
- Any other well planned and feasible project that will provide direct benefit to coldwater resources

EAS **will not** fund the following types of projects:

- Land acquisition efforts, including conservation easements.
- Advocacy campaigns that endorse a specific candidates or particular piece of legislation.

For questions about funding guidelines or project eligibility, please contact Rob Roberts, Embrace-A-Stream Coordinator, at rroberts@tu.org or (406) 543-1192 before you begin writing your proposal.

III. REVIEW PROCESS

The schedule and associated deadlines for the 2005 EAS funding cycle are listed below:

September 2004	-Applications are mailed and available on website
November 22, 2004	- <u>Deadline</u> for initial contact with EAS Committee Representative about proposed project
December 20, 2004	-Final <u>deadline</u> for applications (postmark date)
February 2005	-Embrace-A-Stream Committee grant selection meeting
March 2005	-Grant announcement letters
April 2005	-Grant checks will be mailed to the TU Chapter President (or Council Chair) as identified on the application form

The Embrace-A-Stream review committee is comprised of TU volunteer representatives and scientific advisors. The committee evaluates all proposed projects and makes final funding decisions in February of each year. The members of the committee include:

<u>Name</u>	<u>Region (States)</u>	<u>Phone</u>	<u>Email</u>
John Hunt	Chairman	952-832-2777	jhunt@barr.com
Greg Ponte	New England (ME, MA, NH, VT, CT, RI)	207-724-2861	barneydog@gwi.net
Paul Maciejewski	Northeast (NY, NJ, PA, DE)	716-655-1331	dryfly@adelphia.net
Guy Turenne	Mid-Atlantic (MD, VA, WV, VA, OH, KY)	301-774-4015	spilunkr@aol.com
Mike Brock	Great Lakes (MI, MN, WI, IA)	248-356-8195	MikeBrock@bdbrock.com
Spencer Turner	Midwest States (IL, IN, MO, AR, KS)	573-474-6477	sturne012@mchsi.com
Bob Dunnagan	Northern Rockies (ID, WY, MT, ND, SD, NE)	208-263-4433	rdunnagan@coldreams.com
Fred Rasmussen	Southern Rockies (UT, AZ, NM, TX, OK, TX)	719-539-2595	salmo@snobol4.com

Tammy Mackey	Pacific Northwest (WA, OR, AK)	360-513-3725	cctroutunlimited@yahoo.com
Russ Meyer	Southwest (NV, CA, HI)	775-852-6141	rfmeyer@unr.edu
John Hunt or Rob Roberts	Southeast (TN, NC, SC, GA, AL, AR, FL)	952-832-2777 406-543-1192	jhunt@barr.com rroberts@tu.org

By November 22, 2004, applicants are **required** to notify the EAS Committee member in their region that they will be submitting a proposal. This is also a great opportunity for grant seekers to get advice and guidance on potential project applications before submitting a final proposal.

In 2005, grant applications will be evaluated according to four criteria: Conservation Benefit, Strengthening TU Impact, Public Education and Outreach, and Technical Merit. The Committee develops cumulative scores for each application and ranks all proposals based on the evaluation criteria before meeting to make final funding decisions. Besides focusing on the overall clarity and merit of the project description, proposals must address one or more of the proposal evaluation criteria. The most successful applications will effectively combine TU capacity-building elements with a focus on measurable coldwater conservation results, while educating the public about their efforts. In other words, projects that address all four project criteria will be given greater weight than projects that do not.

The EAS Committee will use the following criteria to evaluate projects:

A. Conservation Benefit- Does the project address a key issue(s) in TU's National Conservation Agenda or 2003-2008 Strategic Plan? (Both of these documents can be found at: www.tu.org) Is the project nationally or regionally significant? Concrete measures for advancing coldwater conservation include but are not limited to:

- Building or strengthening a constituency for coldwater conservation
- Filling critical knowledge gaps to help inform management
- Influencing policy or management practices to benefit coldwater resources
- Improvements in in-stream, riparian, or watershed habitat, fishery health, water quality, flow regime, etc...

B. Strengthening TU Impact- Is a TU chapter or council leading the project? Is there significant involvement of TU volunteers in the project? Does the project incorporate measures to increase the internal strength of the organization? Concrete measures for increasing the strength of the organization include but are not limited to:

- Recruiting new members
- Engaging more members in chapter activities
- Developing new leaders
- Increasing credibility and making new alliances with partners
- Improving plans or skills to implement conservation campaigns

C. Public Education and Outreach- Is there a clearly articulated plan for communicating the project work or results with the broader community? What is the scope of impact? Concrete measures for increasing public education or outreach include but are not limited to:

- Increasing visibility in local and regional media

- Increasing the skills and knowledge of non-TU audiences about coldwater conservation issues
- Involving non-TU community members and organizations in project
- Communicating project work or results directly to non-TU audiences (i.e. via methods other than the media)

D. Technical Merit- Is the proposal based on the best available science or the current best practices in its approach? Is the work plan feasible? Are the costs detailed in the budget reasonable and commensurate with anticipated effort and benefit? Is there a clear plan to measure and evaluate project outcomes? Has the project been reviewed and approved by an appropriate and credible “Sponsoring Professional” (e.g. fishery biologist, restoration engineer, educator, watershed planner, policy expert, training coordinator, etc.) and by appropriate government agencies that are involved in administering or regulating the projects?

IV. APPLICATION PROCEDURES

Applicants are required to contact their regional EAS committee representative by November 22, 2004 to discuss their project idea. Please contact them before you start writing the proposal – they can help you refine the concept for your project and structure the proposal. Many regional representatives are also willing to review early drafts of the proposal.

Project Proposals should be submitted in the following order:

1. Application Form

Use the attached form for all EAS applications. Please note that all requested signatures are mandatory. For projects located in states with TU Councils, the Council Chair must sign the application. Applications without all required signatures will be ineligible for funding and automatically rejected. The form should be placed at the beginning of all your proposal documents. Proposal applicants must identify on the application form and in the narrative of the proposal how their projects will contribute to priority issues on the National Conservation Agenda or TU Strategic Plan.

2. Executive Summary

In 350 words or less, please note the project name and location, name of the applicant TU chapter or council, amount requested, matching funds, background or purpose of the project, goals and objectives, proposed actions or methods, anticipated scope of impact, and partners. The executive summary is an essential component of the application. The EAS Committee will refer to it frequently during the review process. The executive summary should appear after the application form and before the full proposal.

3. Background

Describe the issue or opportunity being addressed. If applicable describe project location, including name of water body and salmonid species. Please describe how this issue or opportunity is a priority on the National Conservation Agenda, the 2003-2008 TU Five-Year Strategic Plan, or has other national or regional significance.

4. Proposal Goals and Objectives

Briefly describe the purpose of the project, resulting benefits for coldwater conservation and the TU organization, including scope of impact. Also describe any economic benefits that will result from your work. Please also:

- Note the overall **Goal** of the project. (e.g. Restore critical habitat for a certain species of endangered salmonid, Build a local constituency to promote protection of a certain resource, Improve the scientific understand of an issue to improve river or fishery management, etc...)
- List the specific **Conservation Objectives** of the project. (e.g. Restore X amount of habitat by Y method, Educate X number of people through Y means, Fill X information gap through Y research methods, Influence local or state governing body to adopt X policy/law to protect Y habitat or fish, etc...)
- List the specific **Strengthening TU Objectives** of the project. (e.g. Recruit X new leader or members, Develop an actionable plan for a conservation campaign, Increase TU coverage in local media by X%)

5. Work Plan

This section should describe the **Actions** or **Methods** you will use to implement your proposal. Make sure to include plans for implementing both the Conservation and Strengthening TU objectives. If applicable explain the scientific or technical methods utilized in the project. Note if the project uses innovative or unique solutions to address fisheries problems or if the results can be transferred elsewhere. Please also include:

- A **Timeframe** or **Schedule** of when major activities will occur, including a list of any permits that will be obtained.
- The **Role of TU** leaders, volunteers, or staff in the project and the names and qualifications of the key participants. EAS projects require that TU volunteers have significant involvement.
- The **Role of Other Partners** in the project and the names and qualifications of the key participants.
- An **Outreach Plan** to disseminate the results of the project to TU, project partners, and the general public.
- A description of how you will measure or **Evaluate** project outcomes. Explain the scientific or technical methods used to evaluate project results, including the **Indicators** (an indicator is a specific, measurable target or goal) for project success. Grant recipients will be required to evaluate the outcomes of their projects by measuring these indicators before and after their projects.

6. Budget Form

The attached Budget Form is intended to assist applicants in writing project budgets and explaining project costs. Applicants may adapt the form; however, applicants are required to indicate total project costs, as well as EAS costs and non-EAS expenses. Please be as specific as possible when describing your project expenses and keep in mind that there must be a one-to-one match to qualify for an EAS grant. EAS looks favorably upon cash contributions from the chapter and other partnering organizations, as well as projects with high expected returns to justify the cost of the project.

Total project costs can be defined in terms of cash gifts, personnel and costs of materials and services. Applicants must identify all other contributors and indicate the type and amount of matched costs (e.g., \$500 cash, U.S. Forest Service). Estimates of direct cash costs and in-kind contributions to Embrace-A-Stream must be specified in the categories below:

- Personnel/Consultant Fees – Outline specific tasks, work to be performed by personnel/consultants, and the basis for their fees. Total fees should be broken down according to the amount of time spent on the project (e.g., hourly, weekly, or monthly rates). Trainers and facilitators are allowable expenditures.
- Volunteer Labor – Identify all sources of volunteer labor, both TU and non-TU. Donated professional services can be valued at current market rates. General volunteer labor must be valued according to the most recent federal executive order which established a wage of \$16.05/hour.
- Contracts - Identify all work to be completed by contract. If a commitment to contract a particular vendor has been made prior to application for funding, explain how the vendor was selected, type of contract, deliverables, time frame, cost, and basis for the cost.
- Materials/Equipment – Please specify unit costs and quantities for materials and equipment. Identify specific materials and/or equipment necessary to complete the project. Costs are to be estimated according to the average market value of the equipment. Consumable office supplies may be included under the equipment category. High cost capital equipment expenditures (chainsaws, waders, computers, etc.) are highly discouraged - rental of such items should be considered instead. Equipment for on-going stream and watershed monitoring projects will be considered given adequate justification of their need and lack of ready availability. EAS does not fund computer equipment, software, newsletters, or websites, unless given compelling rationale for how such tools are linked to the conservation objectives.
- Other Expenses - Identify any other specific costs associated with the project. Please note that transportation costs for volunteer labor (i.e., lodging, mileage and gas expenses) are not eligible for EAS funding.

Please do not submit lengthy background materials used in preparing the application, and do not put applications in binders. Visual aids (maps, diagrams, photographs, etc.) can be very helpful in explaining a proposed project. You are encouraged to save shipping and handling costs by sending the 15 copies of the application using both sides of the paper. Faxed submissions will not be accepted.

All applications must be postmarked by **December 20, 2004**, to be considered for the 2005 funding cycle. Please note that extensions are *not* granted. Please send fifteen (15) copies of the application to:

**Rob Roberts c/o
Trout Unlimited
1300 N. 17th St, Ste. 500
Arlington, VA 22209**

V. OTHER INFORMATION

- All grant recipients must submit a final report to TU National, including evaluation results, by December 31, 2006. For continuations, a progress report must be submitted, including a brief description of the delays and work plan.
- Amendments to an EAS project must be submitted to TU National and are subject to review and approval by the EAS Chairman and staff.
- Unexpended project funds must be returned to TU National at the conclusion of the project. Such funds will be used in the EAS program for future projects.

IV. PREPARING AN EAS PROPOSAL - FINAL CHECKLIST

In order for an EAS proposal to be considered for funding it must include the following items:

- ☐ A. Contact made with the regional EAS Committee Member by November 22, 2004 to discuss proposal idea. Phone or email contact is acceptable. Some regional representatives are also willing to review draft proposals in advance of the final deadline.
- ☐ B. A complete **Application Form** including all of the required signatures:
 - ☐ 1) Project Contact
 - ☐ 2) Chapter President
 - ☐ 3) Council Chair
 - ☐ 4) Sponsoring Professional
 - ☐ 5) Landowner (if applicable)
- ☐ C. A complete **Proposal** document including:
 - ☐ 1) Executive Summary (350 words or less)
 - ☐ 2) Background
 - ☐ 3) Goals and objectives
 - ☐ 4) Work Plan
- ☐ D. A complete EAS **Budget Form** that includes:
 - ☐ 1) Detailed description of EAS expenditures.
 - ☐ 2) A 1:1 source of matching funds or in-kind contributions
 - ☐ 3) Specific explanation of TU volunteer involvement and contributions

For further information, see the detailed explanations in the request for proposals narrative or contact Rob Roberts, Embrace-A-Stream Coordinator, at rroberts@tu.org or (406) 543-1192.

EMBRACE-A-STREAM

2005 GRANT APPLICATION FORM

Applicant (TU Chapter or Council):_____

Project Title:_____

Project Location (e.g. Stream, Watershed, City, State):_____

National Conservation Agenda or Strategic Plan Issue Addressed (*Posted on www.tu.org*):

Salmonid Species:_____

Threatened or Endangered Status (if applicable):_____

Agency Partners:_____

Date initial contact made with regional EAS Committee Representative:_____

TU Project Contact: (Person to contact if there are questions about the proposal.)

name email phone

street city state zip

signature date

TU Chapter President:

name email phone

street city state zip

signature date

TU Council Chair (if project occurs in a state with an existing TU Council):

name	email	phone
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street	city	state	zip
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signature	date
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(My signature shows that I have reviewed this application and am aware that it occurs within my Council area and that the proposed project is consistent with TU national conservation policies.)

Sponsoring Professional:

name & title	email	phone
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street	city	state	zip
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signature	date
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Landowner (if applicable):

name	email	phone
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street	city	state	zip
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signature	date
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Amount Requested from Embrace-A-Stream: _____

Beginning & Ending Dates of Proposed Project _____

Has project received EAS funds before? If so, indicate date(s) and amount(s): _____

2005 EMBRACE-A-STREAM - Budget Form

Item	EAS Cost	Matched Cost & Name of Contributor*	Total Project Cost
Personnel / Consultants / Contractors TU Volunteer Labor** \$16.05/hr. x # of hrs. Agency Volunteer Labor*** Other Volunteer Labor Materials / Equipment Purchases Equipment Rentals Materials/ Equipment Donations Other Expenses			
TOTAL			

Notes: Please provide detailed itemizations for each EAS cost. Where applicable, please specify unit costs and quantities for materials, equipment, consultant, and contractor time, etc. Attach additional pages if necessary.

*Identify type & amount of donation & name of donor.

****Value of TU volunteer labor must be placed in “Matched Cost & Name of Contributor” column.**

***Agency labor must be placed in "Matched Cost & Name of Contributor" column.